

## Beautypreneur impact assessment and Social Return on Investment (SROI) May 2022

### The Beautypreneur programme

The Beautypreneur programme was initiated in the year 2017 under Godrej Consumer Products Limited's (GCPL) Corporate Social Responsibility (CSR) portfolio. The initiative emerged from GCPL's Salon-I flagship programme, that provided basic training to women in the beauty industry. It was conceptualised based on the response received from the participants stating a preference for home-based work. The present report expounds upon the impact of the programme activities undertaken during the financial year 2020-2021.

The programme has benefitted nearly 1500 women entrepreneurs across seven states (Karnataka, Delhi, Madhya Pradesh, Rajasthan, Uttar Pradesh, Maharashtra and Gujarat) by providing technical and business management training to foster their technical and business skills. Though the primary stakeholders had some previous knowledge of technical beautician skills, there remained much room for improvement in their technical and business knowledge. To upskill the women and counter other socio-economic challenges they faced, extensive training and handholding support was provided to the identified cohort by GCPL through five implementation partners.

### About the impact assessment

Samhita Social Ventures adopted a mixed-methods approach to assess the outcomes and impact of the programme for the financial year 2020-21, collecting primary data using quantitative and qualitative methods.

The impact of the programme was also calculated in monetary terms by understanding the social return on investment (SROI) of the programme. The methodology measured how change was created by evaluating social, environmental and economic outcomes and used monetary values to represent them and calculate the SROI ratio vis-à-vis the programme cost. Purposive sampling was used to ensure that all cohorts mobilised in various geographies, as well as through all implementation partners, were adequately represented. From this, a random sampling exercise was carried out to draw the final sample. 306 women who attended the training were contacted for the impact assessment survey while 894 women were contacted for the SROI survey. A comparison group of 305 women who had not been the part of the programme was also surveyed to compare outcomes and highlight the monetised social returns of the programme.

## Key insights from the impact assessment study

The programme created impact on multiple dimensions of the primary stakeholders' lives. The key findings of the impact assessment are as follows:

- With regards to technical knowledge and skills, 76% and 83% of the respondents respectively ranked their levels over a score of 7, on a scale of 1-10.
- On business management knowledge and skills, 88% and 91% respectively scored their levels over 7, on a scale of 1-10.
- The average number of services availed by a customer went up to 6.60 from 5.55 before training.
- There was an increase of around 7% in the number of respondents undertaking business promotional activities. 55% reported social media as their most successful method of business promotion.
- 74% of the respondents maintain a logbook post the programme, 56% informed that it has helped running their business.
- There was a 36% increase in the number of respondents estimating demands among the cohort. However, only 30% practice this regularly.
- An increase in income and savings were found during the study. The average rise in peak and lean seasons was found around INR 6920 and INR 1725, respectively. Similarly, the average rise in savings was around INR 6660 for a year.
- 77% rated themselves between 8-10 on 10, on their soft skills. This is also attributed to an increased confidence which was recorded as one of the top benefits by 87% of the respondents.
- 74% of the cohort see themselves as an entrepreneur rather than a worker or employee.
- 30% of the beautypreneurs have in turn provided training to other people who are also into the beauty industry. This activity is further broadening the impact of the programme.

## COVID-19 impact

COVID-19 had disrupted various components of the programme, from identification of the target groups to providing post-training support. It also stalled the daily income of the women entrepreneurs and their families, largely because of the restrictions imposed by the government to curb the spread.

The implementation partners ensured timely support and introduced two more components into the programme along with the support of GCPL team - income diversification and returnable grants. The former identified alternative skills among the beautypreneurs to start a new business. Nearly 15% respondents had taken up an alternative livelihood during this period. 34% availed returnable grants to access financial support for secondary and primary livelihoods. Nearly 20% reported having enrolled into a government scheme with the support of GCPL or partners.

## Social return on investment of the programme

The SROI value of the programme was calculated for the assessed period as well as projected for 3 to 5 years post-programme in terms of net and gross values. The net value during programme period was **1:1.98**. However, **over 3 years' time, the net value is expected to increase to 1:6.75 and by fifth year, it would be around 1:10.95**. A state-wise comparison found Karnataka and Delhi scoring the highest among all initiative states.

## Key recommendations

Overall, based on the study of the interventions, it is evident that GCPL has addressed the issue holistically with the support of implementation partners through sustainable, innovative and timely solutions. This has brought about a huge change in the well-being of the entrepreneurs and their family as well as improved their self-perception and abilities. Additionally, it was observed that there was a robust and supportive relationship between the participants and the field team during and post training. Based on the findings of the study, the following actionable recommendations have been presented:

- Creating Inclusion of virtual trainings to the regular programme design to improve access to learning
- Creation of beautypreneur networks to foster professional growth and support
- Development of value chain to facilitate expansion of businesses